

# City of National City



Strategic Planning Workshop  
January 30, 2007

# City Council Goals

- Public Safety
- Technology
- Community Engagement
- Fiscal Clarity
- Community Image

**2004**

# City Council Goals

- Fiscal Sustainability
- Financial modeling over 10 years
- Proposition B (failed) no sunset

**2005**

# City Council Goals

- Efficiency & Revenue Enhancement
- City & CDC merger
- Contingency Planning & Dual Budgets
- Proposition D passed  
10 year sunset

**2006**

# Business Model Changes

- Diversity of revenue streams
- Fee updates – growth pays for growth philosophy
- Land/Facility/Contract Inventory
- Segregation of Proposition D revenue



# Land Use



- Impacts on general fund
  - Maintenance costs of facilities
- Short & Long term development
  - Costco, Plaza Bonita expansion
  - Investment on NC Blvd., Plaza, & Highland
  - Port partnership
  - City boundary realignment
  - Redevelopment of underutilized property
- Emphasis on mixed use projects with retail uses

The seal of the City of National City, California, is an octagonal emblem. It features a central circular field with a blue sky and a golden eagle with spread wings. The eagle is perched on a shield with a grid pattern. The words "NATIONAL CITY, CALIFORNIA" are inscribed in a blue ring around the central field. Below the ring, the text "INCORPORATED A.D. 1887" is written in a smaller blue font. The entire seal is set against a light gray background.

# **City Council Discussion**

# Strategic Planning

- “If you don’t know where you are going, any road will take you there.”
- 5 year focus – long term approach
- Annual exercise – always evolving
- Strategic not operational (Plan>Budget)



# Land Use and Economic Development

- Involves CDC and all City Departments
  - Future integrated strategic planning
  - Measuring and managing results
- 
- ```
graph TD; A[Involves CDC and all City Departments] --> B[Future integrated strategic planning]; B --> C[Measuring and managing results]; C --> A;
```



# STRATEGIC PLANNING WORKSHOPS

## COUNCIL

## STAFF



# How do you build a community?



# Ground Rules

- Strategic not operational
- Land Use & Economic Development
- Interject at any time
- Open Dialogue: City Council
- Evening's Outline



Community Input is Critical!  
Community Involvement is Essential!!!

# City Council Discussion



# PROJECTS

# Key Terms & Definitions

- C – C – Contract – Concept
- Market rate
- Affordable
- Subsidized
- Value
- Comparables (Comps)
- Capital



# Market Conditions



- Values are flattening or dropping in most markets
- Construction costs have soared, particularly high-rise
- Interest rates are steady and hoping for a “soft landing” in residential
- Either redesign or reposition?
- Capital is king. Be Prepared!



**Mervyns**



**Completed**



**Wal-Mart**



**National City Library**

# Completed



**Bonita Creek**



**Paradise Ridge**



**Sweetwater Crossing**

## Plaza City Apartments/ Plaza Blvd. Revitalization



*Under Construction*



**Pacific View Terraces**



**Harborview Condos**



**Under Construction**



**Plaza Bonita Expansion**

# ***Under Construction***

**Tremont Courts**



**Canyon Ridge**



**Paradise Walk**



**Cypress Glen**



# Under Contract/Pending

**Centro**



**Lumina**



**The Cove**



**Park Village**

**Costco Wholesale**



***Under Contract/  
Pending***



**Marina Gateway**



**Aquatic Center**



# Conceptual

**Green Village**



**Azul**



**National City  
Plaza**



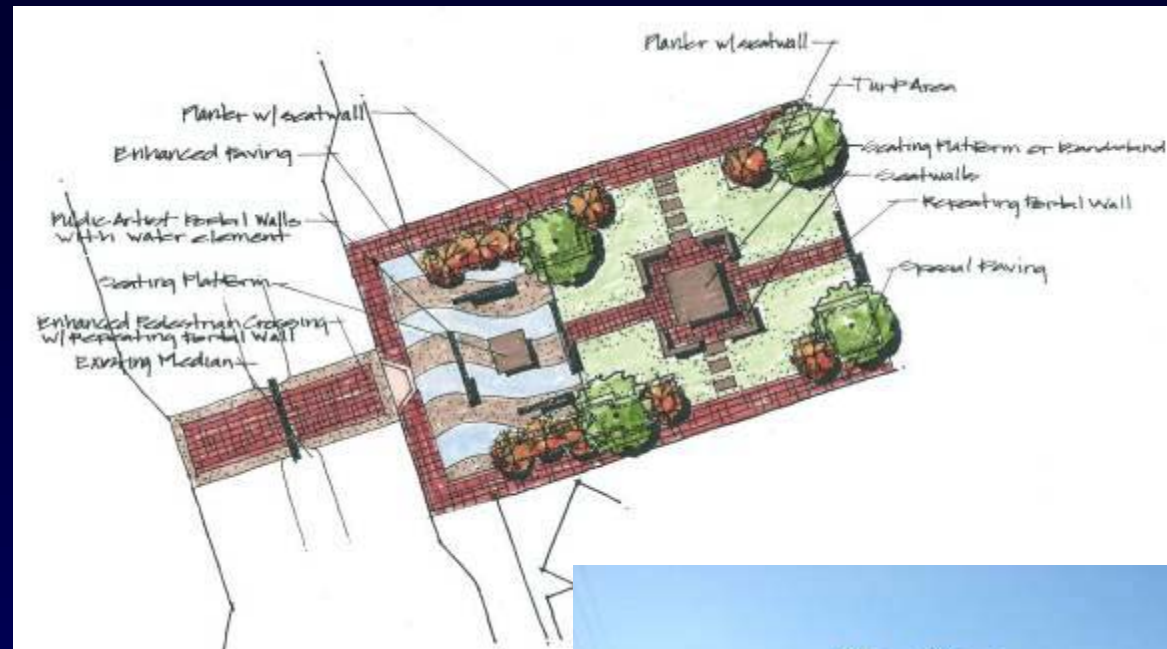


# City Council Q & A





# PROGRAMS



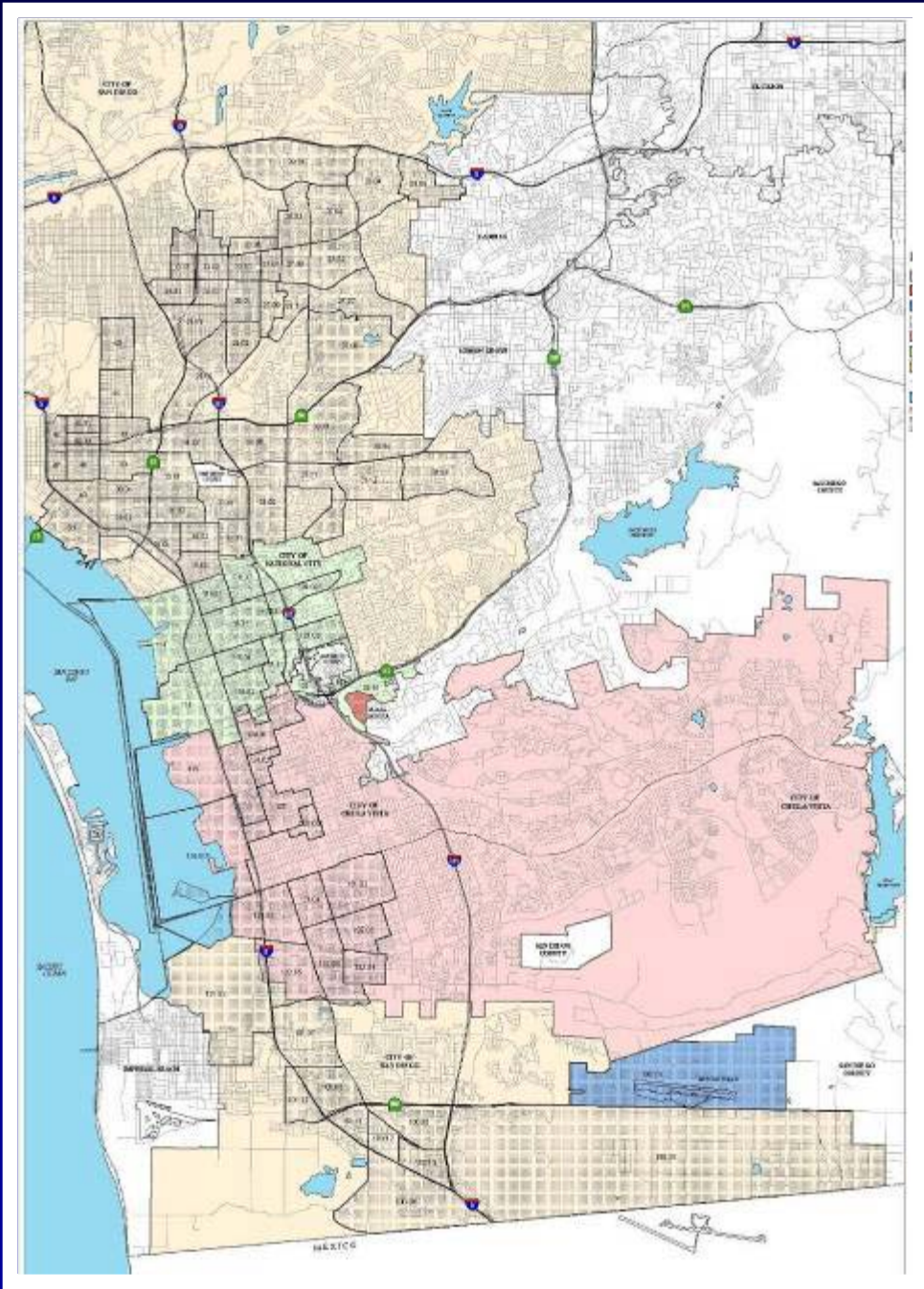
# BIDS



# *Storefront Improvement*








# Enterprise Zone

The seal of the City of International City, California, is an octagonal emblem. It features a central circular area with a blue sky and a golden sun rising over a cityscape with mountains in the background. The words "INTERNATIONAL CITY, CALIFORNIA" are written in a blue arc across the top, and "INCORPORATED A.D. 1887" is written in a blue arc across the bottom. The entire seal is framed by a gold border with a hatched pattern.

# **City Council Q & A**



PLANS



# Specific Plan Completed

Rio Vista  
30 du/ac



Rio Vista 15 du/ac



Bankers Hill  
35 du/ac



Little Italy  
Townhomes  
14 du/ac



Marina District  
136 du/ac



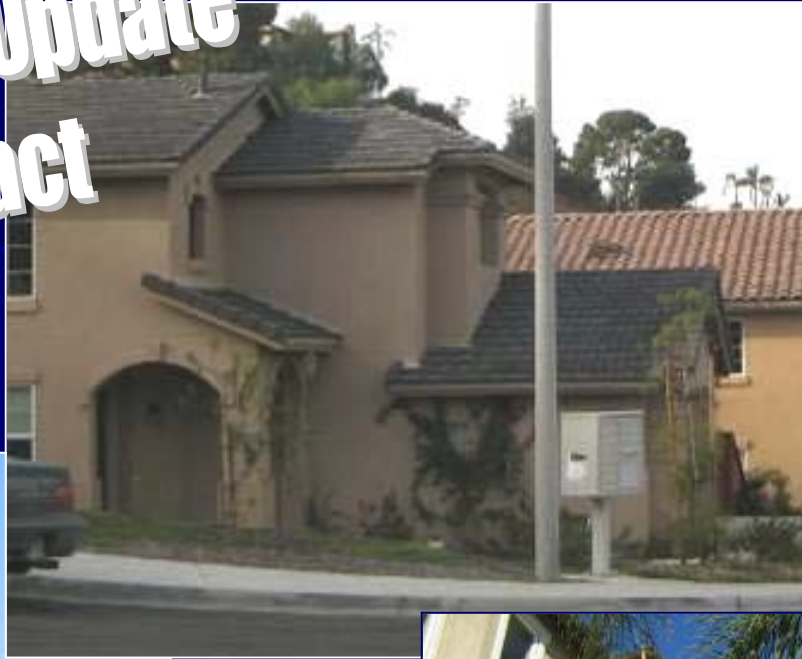
Marina District  
151 du/ac



National City Downtown Specific Plan  
Aerial Sketch  
(Not to Scale)



# Housing Element Update Under Contract



# Under Contract

## Westside Specific Plan National City, California

August 31, 2005



### Gateway District

**Primary Uses**  
- Mixed Use  
- Residential  
**Secondary Uses**  
- Commercial & Service Industry  
- Office



### Market Square

**Primary Uses**  
- Retailer/Cross  
- Public Gathering Space  
- Neighborhood Serving Commercial  
**Secondary Uses**  
- Medium Density Residential  
- Office  
- Institutional



### Urban Core

**Primary Uses**  
- Medium Density Residential (5-7 story)  
- Retailer/Cross  
**Secondary Uses**  
- Mixed Use  
- Neighborhood - Serving Commercial  
- Hospitality



**Legend:**  
Gateway District - Puente Promenade  
Commerce Row - Commerce Row  
Park West - Puente Promenade  
Market Square  
Urban Core  
Coolidge Street District  
Mile of Cars  
Artisan District  
Community Park  
Educational Campus

EDAW  
Scale: 1" = 100' (0' 0" to 100' 0")  
Westside Specific Plan, National City  
Prepared for the City of National City by EDAW, Inc. August 31, 2005



### Coolidge St. District

**Primary Uses**  
- Low Density Residential (1-2 story)  
**Secondary Uses**  
- Medium Density Residential (3 story)  
- Neighborhood - Serving Commercial



### Park West

**Primary Uses**  
- Medium Density Residential  
- Mixed Use  
- Neighborhood - Serving Commercial  
**Secondary Uses**  
- Public Open Space  
- Hospitality



### Commerce Row

**Primary Uses**  
- Non-polluting Industrial Uses  
- Self-storage  
- Office  
**Secondary Uses**  
- Mass Transit  
- Transportation & related  
- Institutional Uses  
- Entertainment



**Legend:**  
Coolidge Street District  
Mile of Cars  
Artisan District  
Urban Core  
Community Park  
Educational Campus

EDAW  
Scale: 1" = 100' (0' 0" to 100' 0")  
Westside Specific Plan, National City  
Prepared for the City of National City by EDAW, Inc. August 31, 2005



### Artisan District

**Primary Uses**  
- Low & Medium Density Residential  
**Secondary Uses**  
- Work/Specialty Commercial Live Units  
- Institutional  
- Cottage Industries (non-polluting)  
- Entertainment



### Mile of Cars

**Primary Uses**  
- Automotive Sales  
**Secondary Uses**  
- Commercial & Retail



### Mile of Cars

**Primary Uses**  
- Automotive Sales  
**Secondary Uses**  
- Commercial & Retail



**Legend:**  
Gateway District - Puente Promenade  
Commerce Row - Commerce Row  
Park West - Puente Promenade  
Market Square  
Urban Core  
Coolidge Street District  
Mile of Cars  
Artisan District  
Community Park  
Educational Campus

EDAW  
Scale: 1" = 100' (0' 0" to 100' 0")  
Westside Specific Plan, National City  
Prepared for the City of National City by EDAW, Inc. August 31, 2005



### Educational Campus

**Primary Uses**  
- Educational Institutions  
**Secondary Uses**  
- Mixed Use  
- Entertainment

**Developing Community Character**  
Alternative Land Use District Concepts

**EDAW**



# Conceptual

Bayfront Planning Effort



© 2007 Europa Technologies

Google

The background of the slide features a large, faded seal of the City of Napa. The seal is circular with a blue outer ring containing the text "CITY OF NAPA" at the top and "INCORPORATED A.D. 1887" at the bottom. The center of the seal depicts a landscape with a bridge, hills, and a sun. Overlaid on this seal is the main title text in a large, bold, blue font with a red outline.

# **City Council Q & A**

## **City Council Discussion**

### **Public Comment**

# Strategic Vision

Public Trust

Quality of Life

Community Services

Fiscal Sustainability

Community Involvement

**Example: “A fiscally sustainable City that provides community services and offers quality of life.”**

The seal of the City of National City, California, is an octagonal emblem. It features a central circular field with a blue sky and a golden sunburst. Below the sunburst is a detailed illustration of a cityscape with buildings and a bridge. The words "NATIONAL CITY, CALIFORNIA" are inscribed in a blue arc across the top of the seal, and "INCORPORATED A.D. 1887" is inscribed in a blue arc across the bottom. The entire seal is set against a light gray background.

# City Council Discussion